



Electronic Custom Telephone Service

...meets your
communications
needs—
now and
in the future



Dimension® PBX Electronic Custom Telephone Service

... for a smoother flow of communications

Now... Electronic Custom Telephone Service brings you the very latest in advanced technology to increase the efficiency of your communications system.

Electronic Custom Telephone Service: The highly flexible electronic multi-button telephone... with more than 30 features. Touch-Tone® dialing, electronic tone ringing, and red and green light-emitting diodes for easy use of lines and features.

This advanced-design instrument combines an array of unique Custom Calling features with those services available through the traditional key telephone. And all in a single, compact unit. Truly unprecedented communications convenience can now be a part of *your* telephone.

More Effective Communications Means Improved Productivity

Putting Electronic Custom Telephone Service to work for you will stimulate overall communications efficiency... resulting in improved productivity.

☐ **Better response to outside callers.**

Your organization comes across as being well-run, courteous, and responsive when incoming calls are answered promptly, quickly routed to the proper people.

☐ **Higher probability of meeting schedules.** Information delays that plague all schedules are reduced because Electronic Custom Telephone Service cuts the time lag between information request and receipt.

☐ **Greater management control.** With easier and more effective access to people, management will be informed of day-to-day operations.

☐ **Improved decision-making.** The ready availability of others for consultation speeds up the decision-making process.

☐ **Better control of confidential information.** Electronic Custom Telephone Service privacy features limit the communication of confidential information to selected parties.

☐ **Better people coordination.** With easier access to each other, employees will consult more often for verification and clarification of work details.

☐ **Higher quality output from all employees.** A smoother flow of communications keeps employees better informed and improves overall work performance.

☐ **Better employee attitudes.** Experience proves that managerial attention to the working environment (such as providing the best equipment to accomplish assigned tasks) improves employee morale and effectiveness.

☐ **More work output.** Electronic Custom Telephone Service assumes the mundane work people used to do (looking up often-dialed numbers, re-placing calls, remembering call holding status, leaving messages, etc.) or the things that never got done at all (returning calls, picking up calls on other telephones, etc.) leaving more time for more productive work.

These Electronic Custom Telephone Service Features Are Yours at the Touch of a Button... Without the Need to Signal a Console Attendant

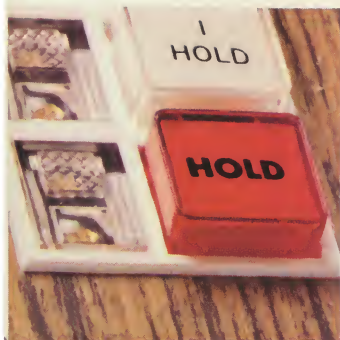
☐ **I-Hold.** A customer calls in with a billing problem. This feature allows you to put the call on hold while you investigate the problem and insures that you'll return to the right call. If necessary, another line user can pick up his telephone and talk to the caller.

☐ **Exclusive Hold.** You're the head of shipping for a clothing manufacturer. A department store buyer calls about an overdue delivery of men's suits. This feature allows you to put the call on hold while you investigate the reason for the delay—without interruption by other line users.

☐ **Direct Station Selection.** You're the head of a metal products manufacturing firm and must constantly call the same internal extensions. A simple touch of a DSS button is a time-saving way to dial.

☐ **Message Waiting.** A necessity for the receptionist who takes calls for a number of doctors. The push of a button activates the Message Waiting LED built into each doctor's telephone.





☐ **Ringing Transfer.** An assistant professor is in the midst of a complex research project. This feature shuts out the disturbance of constant ringing by transferring the ringing to another telephone.

☐ **Recall.** You want to transfer a customer with an important question to your shipping department. Just press a button on your telephone—instead of the switchhook—without the risk of losing a call.

☐ **Idle Line Preference.** You're a member of an accounting department, sharing a group of lines. You don't have to choose an outgoing line with this feature. Just pick up the receiver and the first available line is located for you—automatically.

☐ **Prime Line Preference.** You have several lines on your telephone, including your secretary's and an intercom, but you make most calls on your own line. No matter which line you last used, you're automatically on your own line when you pick up the receiver.

There are altogether six of these Automatic Line Preference features from which you can choose. And Preselection allows you to override these automatic features at any time to make a manual selection of any line.

Improved Custom Calling Features

Just push a button. No need to remember and dial feature numbers. And the LED reminds you that the feature is activated.

☐ **Automatic Callback.** Push the button when you hear busy tone. Completes your call to a busy number when the line is free.

☐ **Call Forwarding.** Reroutes calls to the nearest telephone when you're away from your office.

☐ **Call Hold.** Allows you to call another party while maintaining an ongoing conversation.

☐ **Call Pickup.** You can pickup any incoming call made to your department.

☐ **Call Waiting.** Send a special tone signal to tell a busy party that you're waiting to put a call through.

☐ **Executive Override.** Push the button when you hear busy tone. Allows you to break through a conversation and talk directly to your party.

☐ **Failsafe Operation of Three-Way Conference Transfer.** Push a special button to make a three-way conference or a private talk with a third party.

DIMENSION PBX ELECTRONIC CUSTOM TELEPHONE SERVICE

... meets your communications needs

Plus All the Advantages of the Traditional Key Telephone

- ☐ **Pickup & Hold.**
- ☐ **Bridged Call.**
- ☐ **Manual & Dial Intercom.**
- ☐ **Manual Exclusion.** Prevents others from breaking into an ongoing conversation.
- ☐ **Music on Hold.** A party placed on hold hears music—and is assured they have not been forgotten or cut-off.
- ☐ **Station Busy Indications.** LED lamps indicate to users the busy status of other telephones.
- ☐ **Manual Signalling.** Allows the user to manually signal another by pushing a button.
- ☐ **Line Status Indications.** LED lamps indicate line status (idle, busy, hold, and ringing).
- ☐ **Common Audible & Line Ringing.** Electronic Custom Telephone Service provides these familiar signals.
- ☐ **Power Failure Transfer.**

Nationwide Support and Local Service by the Bell System

A major advantage of Electronic Custom Telephone Service equipment is that it receives the nationwide support and local service of the Bell System. Our average maintenance objective is a down-time not to exceed two hours—during normal working hours. And while this equipment was designed for maximum on-the-job performance, we recognize that nothing is so disruptive or expensive to a customer's operations than a system out of service—so we built in a number of on-site diagnostics to quickly isolate the problem area. In this way, simple tests can be conducted by the user and Bell System service personnel informed of the results. Since Dimension PBX equipment is comprised of pluggable components, your Bell System maintenance specialists can speedily replace any defective part. The Bell System, with a nationwide installation and maintenance force of more than 230,000 people, accepts total responsibility for keeping your Dimension PBX Electronic Telephone Service equipment operating to your complete satisfaction.

Communications Flexibility

Electronic Custom Telephone Service is designed to grow as you grow... with the availability of 5, 10, 20 and 30-button telephone sets. Choose the set or sets best suited to your needs now... and know you can easily update your Dimension PBX system at any time with a minimum of installation cost and down-time.

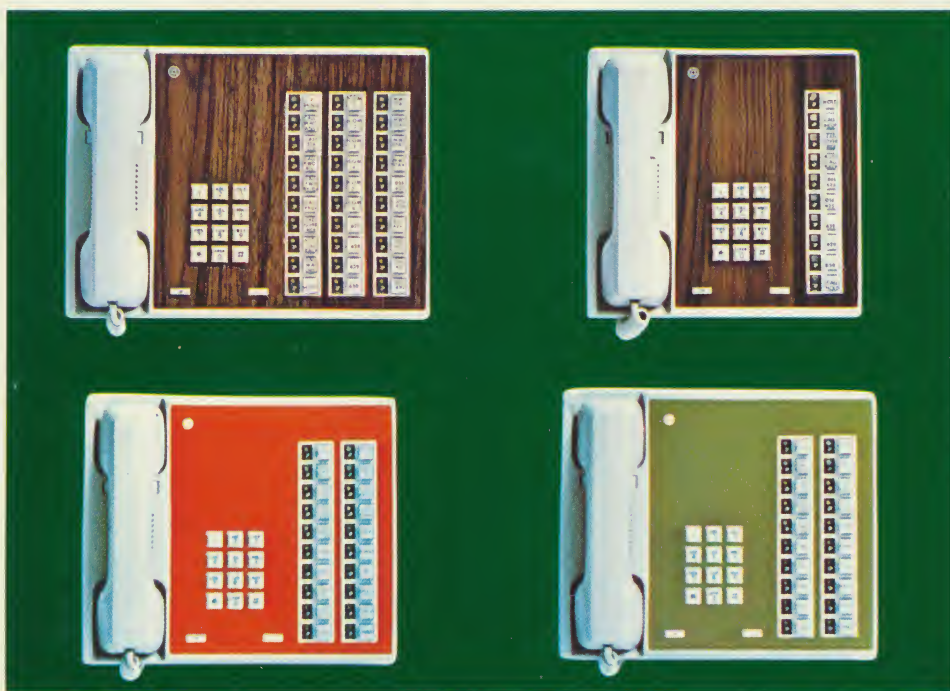
Technical Highlights

Electronic Custom Telephone

- ☐ Lightweight, TOUCH-TONE sets
- ☐ Requires only a four-pair mounting cable
- ☐ Lightweight receiver with modular cord
- ☐ Electronic tone ringing
- ☐ Light-emitting diode (LED) lamps
- ☐ Non-locking, low-travel line/feature buttons
- ☐ Physical characteristics
 - 5 button 8¼" x 8¾" x 3½"; desk and wall model—3 lbs. 14 oz.
 - 10 button 8¼" x 8¾" x 3½"; desk and wall model—4 lbs.
 - 20 button 8¼" x 10¼" x 3½"; desk model—4 lbs. 6 oz.
 - 30 button 8¼" x 11¼" x 3½"; desk model—4 lbs. 9 oz.

Electronic Custom Telephone Controller

- ☐ Can be mounted either with equipment cabinet or floor-mounted up to 1,000 feet away from cabinet
- ☐ Provides service for up to 63 individual telephone sets
- ☐ Sufficient Controllers to meet your needs can be accommodated by the Dimension PBX system
- ☐ Physical characteristics
 - Loaded ECTS carrier (max. 2) for installation in standard cabinet: basic carrier 71 lbs.; supplemental carrier 29 lbs.
 - Loaded stand-alone ECTS cabinet (24" x 31½" x 30") 225 lbs.
- ☐ Environmental conditions
 - Ambient temperature from 0°-120°
 - Relative humidity between 3%-95%



Telephone set faceplates are available in seven contrasting colors to match your office decor:



Your Local Bell System Account Executive Can Show You How Dimension PBX Electronic Custom Telephone Service Can Increase the Efficiency of Your Communications System

